

Education Fact Sheet

Tourism & Marketing

When did Tjapukai open?

Tjapukai first opened in Kuranda in 1987 and moved to its current location Caravonica Lakes in 1997. Tjapukai was the first Aboriginal Tourism attraction in Australia and has set the benchmark for other indigenous tourism attractions.

How does Tjapukai benefit the Community?

Since we began, we have returned over more \$25 million dollars in wages, profits, royalties and art sales to the Aboriginal community. We support many local schools, businesses and organizations with donations and offer free off site performances. We value our local visitors and offer them specials through out the year.

Who owns Tjapukai?

Tjapukai is privately owned by Indigenous Business Australia.

How many staff work at Tjapukai?

Approximately 80 staff and 60% are indigenous.

What type of guests visit Tjapukai?

We receive visitors from all over Australia and the world. We rely on local, domestic and international visits. Tjapukai is suitable for visitors of all ages and we receive many groups from students to seniors.

How many people visit Tjapukai each year?

The number of visitors varies from day to day and season to season. Our peak periods are June to August each year.

What are the different departments at Tjapukai?

Reservations, Retail, Operations, Food & Beverage, Sales & Marketing, Human Resources, Accounting, Maintenance and Horticulture.

Do Tjapukai package with other Tourism Operators?

Yes, Tjapukai is packaged with several other popular tourist operators – Skyrail Cableway, Kuranda Scenic Railway, Cairns Tropical Zoo and Bama Way. Tjapukai is also a fully stand alone product.

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What languages translations are available at Tjapukai?

The Creation Theatre is available in the following languages - English, Italian, Japanese, Korean, Spanish, Mandarin and German. The park map and show times are also available in English, Japanese and German.

What are the main areas of interest for the Sales & Marketing Team?

- Inbound Market
- Conferences & Incentives
- Local Market
- Education Marketing
- Tactical Marketing projects, advertising and public relations.

How do you advertise Tjapukai?

Tjapukai relies on print, brochures and collateral, billboards and the internet to promote the park. We also make regular sales calls to our agents, send regular newsletters, hold familiarisation tours and run promotions and incentives.

Our Vision

To continue to be the world's leading Aboriginal Cultural Park.

Our Values

- Professionalism in everything we do.
- Quality and morality in all our actions.
- Competitiveness and a will to win.
- Development and growth of our culture.
- Development and growth of our people.
- Growing dividends for our shareholders.
- Service to our clients.
- Respect for the contribution of each member of our company family.

Our Mission

To entertain and educate our visitors.

For more information contact the Education Department education@tjapukai.com.au